

Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY VIENNA

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E.O. 11652: N/A

TAGS: BEXP, AU

SUBJECT: FIRST QUARTER REPORT, FY '78 CCP

REF: (A) VIENNA 01019, (B) VIENNA 00796

1. WASHINGTON COMMERCIAL ACTION GROUP, (WASHCAG), MET THURSDAY, FEBRUARY 9, 1978, TO REVIEW THE FIRST QUARTER PROGRESS REPORT OF THE FY '78 COUNTRY COMMERCIAL PROGRAM, (CCP), FOR AUSTRIA.

2. WASHCAG COMPLIMENTS POST ON BOTH THE SUCCESS AND FINAL REPORTING ON THE CATALOG SHOW AT IE '78.

3. RE PARA 1B, REFTEL (B). TRADE MISSIONS TO DEVELOPED MARKETS FOR FY '78 HAVE BEEN INDEFINITELY CURTAILED. IT WAS NOTED IN WASHCAG MEETING THAT THE COMPUTERS AND UNCLASSIFIED

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PERIPHERAL EQUIPMENT THEME DOES NOT READILY LEND ITSELF TO A BIO/CATALOG PRESENTATION UNLESS PRESENTED WITH A MAJOR AUSTRIAN TRADE FAIR. IN REGARDS PARA 1C, REFTEL (B), OIM REPORTED TO WASHCAG THE APPROVAL OF COMMERCE AND ACCEPTANCE BY POST OF THE SUBSTITUTION OF A BIO/CATALOG SHOW AT KRANKENHAUS '78 FOR THE INDEFINITELY POSTPONED IFAS CATALOG PRESENTATION.

. DUE TO A NUMBER OF PROBLEMS INCLUDING LACK OF AN ADEQUATE VEHICLE, THE LAB INSTRUMENTS FOR SCIENCE AND INDUSTRY HAS FALLEN BY THE WAYSIDE; AT LEAST FOR FY '78. REFTEL (B), PARA 1D. BECAUSE OF THIS, OIM HAS PROPOSED, WITH POST'S APPROVAL, A SOLO BIO/CATALOG PRESENTATION OF SECURITY EQUIPMENT. DUE TO POST'S QUICK ACTION AND INITIATIVE IN LOCATING AN ADEQUATE SITE, THE SECURITY EQUIPMENT CATALOG SHOW IS NOW WELL INTO RECRUITMENT.

5. REFTEL (B), PARA 2B. COMMERCE REGRETS CANCELLATION OF THE GERNGROSS IN-STORE PROMOTION, HOWEVER, NO FUNDS AVAILABLE NOW OR IN THE FORSEABLE FUTURE FOR IN-STORE PROMOTIONS. POST IS REQUESTED TO SEEK OTHER AVENUES FOR CONSUMER GOODS PROMOTION.

6. RE PARA 2, REFTEL (A); USTS REPRESENTATIVE AT WASHCAG MEETING INFORMS GROUP THAT, AT PRESENT, ALL TRAVEL RE-SOURCES ARE CONTROLLED OUT OF USTS FRANKFURT AND VIENNA'S VISIT USA SEMINARS SHOULD BE COORDINATED WITH FRANKFURT OFFICE. VANCE

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